FINAL PLACEMENT REPORT
2016-17
MICA, AHMEDABAD

ABOUT MICA

MICA, Ahmedabad, is the only institution in the country dedicated to creating leadership in **Strategic Marketing and Communication.**

MICAns become exceptional business leaders through training under a specialized dynamic curriculum, via highly innovative and nuanced educational techniques like flipped classrooms, contextual training and so on. Our diverse range of specializations provides students with an exposure across industries and a learning that cuts across sectors.

SPECIALIZATIONS OFFERED TO CLASS OF 2017

MR. SIDDHARTH DESHMUKH

Associate Dean,
Industry and Alumni Partnerships

"

It is a testimony to Brand MICA that our placement record stands tall at the end of this season, as well. Brand MICA caters to all stakeholders- Industry Captains, Alumni, Faculty, Staff Members, and students.

This year, yet again, witnessed MICANs being absorbed into a plethora of industries – a clear reflection of the academic competencies and diverse skill set possessed by the students of MICA. The recruiters were impressed by this batch's ability to seamlessly work in teams and yet, remain competitive. They appreciated the students for their sound technical knowledge, impeccable soft skills and effective leadership abilities. What they came for was the MICAN creative-yet-business orientation, and they got it in good measure.

"

MS. AMITA RAVAL

Senior Placement Officer

It is a moment of great joy and pride for us, that MICA has yet again, completed final placements in reputed companies in India, and abroad. The Placements are a reflection of MICA's quality academic offerings and strong associations with the industry.

It is also noteworthy to acknowledge our strong alumni base, which not only serves as a shining testament of MICAn capabilities in the industry, but also enhance the overall development of the Institute on various frontiers.

The transparent and smooth recruitment process facilitated by our Placement Team helped the companies and students meet their expectations and aspirations.

The highest salary (domestic) offered to the students has seen an increase of 60%, with the overall average salary rising by 8%. This has only been possible due to the astounding talent and hard work of the students, and the efforts of the Placement Team. We're grateful to all our stake-holders for making this Placements season a resounding success!

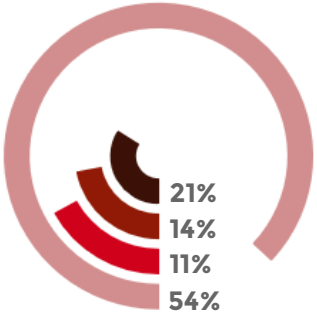
CLASS OF 2017

BATCH STATISTICS

The Class of 2015 – 17 comprised of 160 individuals, from a myriad of diverse backgrounds, coming from a wide range of educational and corporate experience.

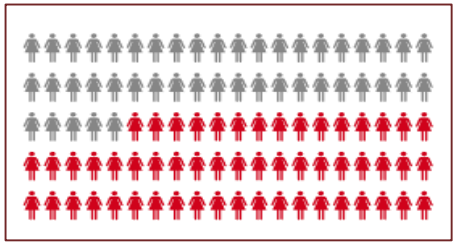
The MICAn pedagogy honed this talent, creating business leaders known to ask questions, dig deeper, manage uncertainty, and always look for better answers.

The students have shown an exemplary performance in academics, competitions, placements, as well as extra-curriculars.



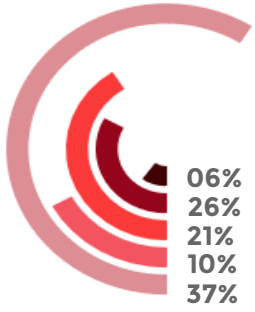
- B. Tech/BCA/BSc. IT/Fashion Tech
- Humanities & Communications
- Economics & Other Sciences
- Management & Commerce

EDUCATIONAL BACKGROUND



- Male (45%)
- Female (55%)

GENDER RATIO



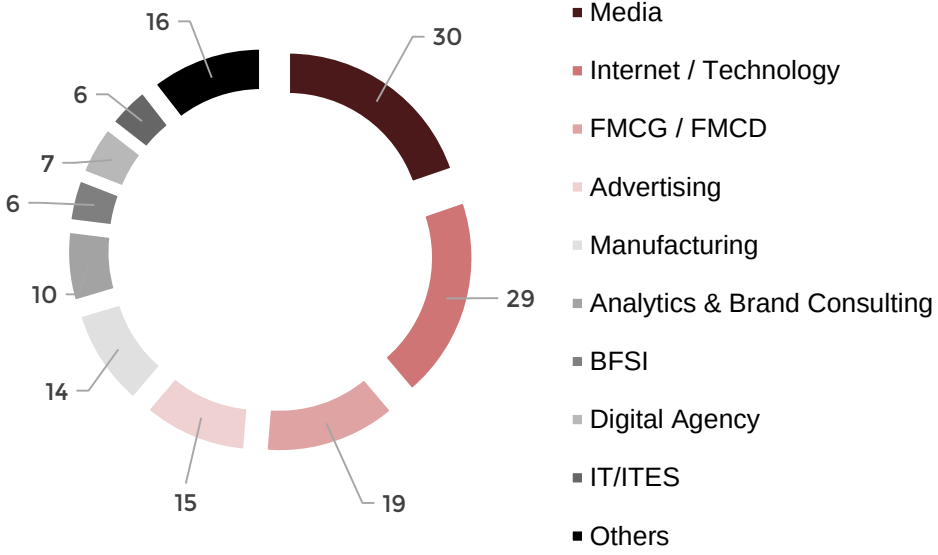
- 0 - 6 Months
- 6 - 12 Months
- 12 - 24 Months
- 24 – 36 Months
- < 36 Months

WORK EXPERIENCE

FINAL PLACEMENTS

RECRUITMENT BY SECTOR

#Number of students recruited
By sector



100% PLACEMENT ACHIEVED

INR 12,65,166
Average Salary (Domestic)

INR 11,97,000
Median Salary Offered (Domestic)

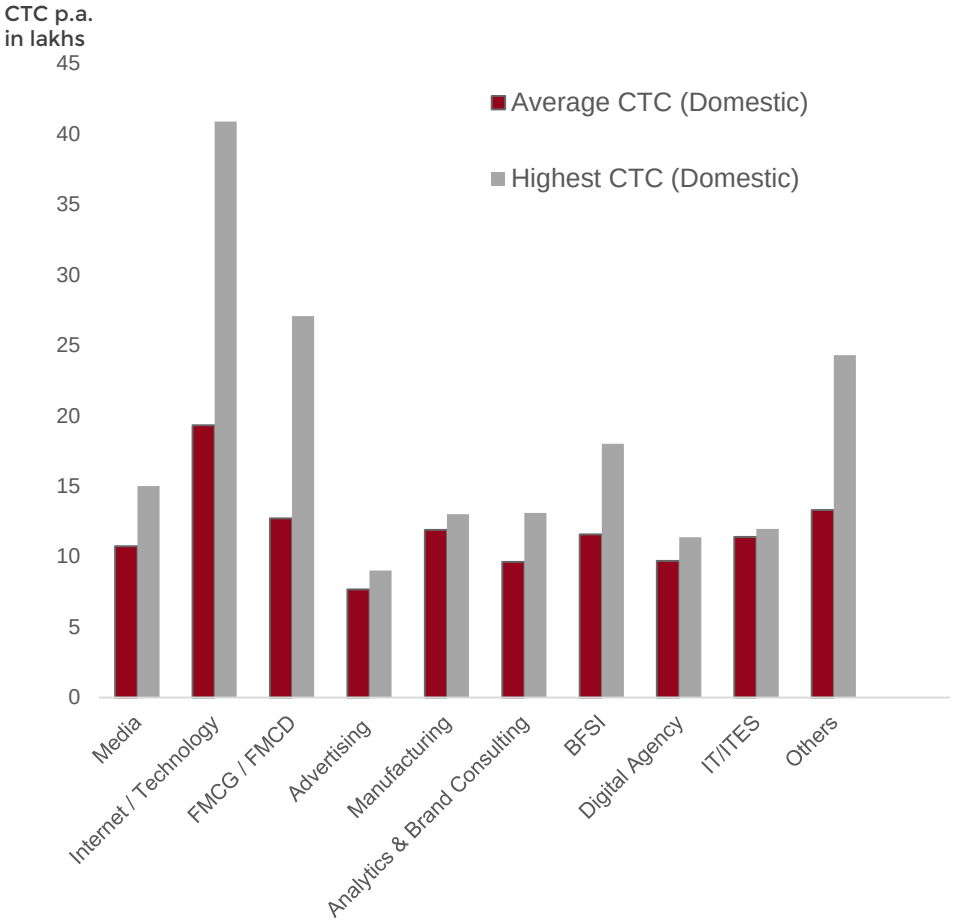
INR 56,03,540
Highest Salary Offered (International)

INR 40,88,073
Highest Salary Offered (Domestic)

152
Students appeared for Placements

80
Total number of recruiters

FINAL PLACEMENTS



SOME TOP RECRUITERS

amazon
Amul
BARC BROADCAST AUDIENCE RESEARCH COUNCIL INDIA
DDB mudra group
emami
Google
ITC HOTELS RESPONSIBLE LUXURY
Leo Burnett
Mahindra Rise.
ओएनजीसी ONGC
Reckitt Benckiser
SONY PICTURES NETWORKS
Star
TARGET
Tolaram Group
UBER
YES BANK

SECTOR ANALYSIS

INTERNET & TECHNOLOGY

11
Total Number of Companies

40.88 LPA
Highest Package

19.33 LPA
Average Package

29
Total Number of Students

FMCG, FMCD & RETAIL*

12
Total Number of Companies

27.07 LPA
Highest Package

12.70 LPA
Average Package

21
Total Number of Students

MEDIA

15
Total Number of Companies

15 LPA
Highest Package

10.73 LPA
Average Package

30
Total Number of Students

*Does not include the 3 international offers

SECTOR ANALYSIS

ADVERTISING

7
Total Number of Companies

9 LPA
Highest Package

7.68 LPA
Average Package

15
Total Number of Students

Leo Burnett
ASSOCIATED ADVERTISING
L&K SAATCHI & SAATCHI
DDB mudra group

BFSI, ANALYTICS & BRAND CONSULTING

12
Total Number of Companies

18.00 LPA
Highest Package

9.61 LPA
Average Package

16
Total Number of Students

AXIS SECURITIES
absolutdata Intelligent Analytics
YES BANK
Mu Sigma

OTHERS

23
Total Number of Companies

24.30 LPA
Highest Package

12.16 LPA
Average Package

38
Total Number of Students

ओएनजीसी ONGC
ITC HOTELS RESPONSIBLE LUXURY
IBM
vedanta

ROLES OFFERED: SNAPSHOT

SOME OF THE ROLES OFFERED TO CLASS OF 2017

MICAns from the Class of 2017 were offered diverse roles across a range of companies and industries.

MICA immerses students in a holistic programme, enabling them to develop technical, as well as soft skills, making them a perfect fit for a variety of industries and profiles.

The seniority of the roles offered to the students stands testament to the leadership skills that MICAns possess.

THE MICAn EDGE

MICA
THE SCHOOL OF IDEAS

BATCH OF 2015-17
WINNERS

MICAns are known to come up with insightful branding, and marketing ideas, by combining the diverse experience they bring to the table with their learnings from the unique pedagogy. Our students possess a deep understanding of the consumers and market contexts, and have proved themselves, by emerging victorious at the most prestigious competitions. The batch of 2017 excelled in all major competitions:

- **Mahindra War Room** 2016, Mahindra Group National, Winners
- **Reckitt Benckiser Mavericks** 2016, National Winners
- **Colgate Transcend** 2016, National Winners
- **Marico FaceOff** 2016, National Winners
- **Berger** 2016, National Winners
- **WATConsult Dentsu Aegis** 2016, National Winners
- **Titan Elevate** 2016, National Winners
- **Tolaram Leadership Program** 2016, International winners
- **H.U.L LIME** 2016 , Winners, National Wildcard Campus Round
- **World Bank Case Study** 2016, Winners
- **Mahindra War Room** 2015 , Mahindra Group, National Winners
- **FCB ULKA Comstrat** 2015, National Winners
- **Colgate Transcend** 2015, National Finalists
- **Smart Cities Challenges** 2015, Haas School of Business, Winners

OUR RECRUITMENT PARTNERS

THANK YOU

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